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MINISTRY OF COMMERCE AND INDUSTRY

PUBLIC NOTICE

IMPORT TRADE CONTROL

New Delhi, the 11th February 1959

SUBJECT:—Release of raw films to the Cinema industry.

No. 11-ITC(PN)/59.—It has been represented that the distribution of raw stock in the order of priorities detailed in Public Notice No. 99-ITC(PN)/58, dated the 19th November, 1958, has caused certain hardships. It has, therefore, been decided to re-define "Regular Producers" as under:—

- (a) Producers who have past export performance to their credit; or
- (b) Studio owner producers who have been continuously producing pictures for four years ending 31st December, 1958; or
- (c) Producers who have produced two or more full length feature films in the four years ending 31st December, 1958.

2. There will be no relative *inter se* priority amongst Regular Procedure under categories (a), (b) and (c) above. Raw stock will be released to Regular Producers on the recommendations of the Regional Advisory Committees, provided they are satisfied that necessary arrangements have been made for commencing production of the picture in question. Raw film stock released to Regular Producers will ordinarily be limited to the best year's performance of the applicant in relation to the number of pictures certified in his/their name in any one of the four years ending 31st December, 1958. However, applications for productions over and above their normal entitlement will be considered on the recommendations of the Regional Advisory Committees by the C.C.I. in consultation with the Central Advisory Committee, depending upon the availability of raw stock.

3. Applications from other than Regular Producers will be considered by Joint Chief Controller of Imports and Exports, Bombay/Calcutta/Madras on the recommendations of the Regional Advisory Committees provided they are satisfied that the applicants have made all the necessary arrangements for producing the picture in question. For this purpose, the Regional Advisory Committees may, if necessary, call for such evidence regarding agreements with Distributors, main Artists, Studios, Laboratories, Financiers etc. as may be considered necessary.

4. In applying for a permit to produce a picture, all categories of producers will be required to indicate the manner in which raw stock was obtained for the production and prints of their last picture released for exhibition after the date of this Public Notice. Unless releases of raw stock were obtained in a regular manner, the issue of a permit for release of raw stock will not be considered.

5. On the admission of a case for a permit, release orders will be issued for a raw stock quantity normally not exceeding 5 rolls each of negative, sound and positive for rushes. Subsequent supplies will be made only on production from

time to time of the relevant Camera, Sound and /or Laboratory reports of shooting already done indicating the extent of raw film consumed. Such reports should be signed by authorised executives of the studios and Laboratories concerned. Subsequent supplies will be restricted normally to certified consumption.

6. Certain limitations may also have to be placed on total consumption of film and sound negative per picture and the number of prints that may be permitted to be struck. These limitations will apply uniformly to applicants in the three respective regions in accordance with the recommendations of the Regional Advisory Committees and as approved by the Central Advisory Committee.

7. Regional Committees are being requested to review permits and release orders already issued and, in cases where production has not commenced even though stocks have been drawn, the permits will stand cancelled and the producers will be required to obtain fresh permits under the revised arrangements as announced in this Public Notice, before the picture is commenced. Permits or release orders already issued but against which stocks have not been drawn within the time limit specified therein, will stand automatically cancelled.

8. Any imports of raw films against licences granted under the Export Promotion Scheme will have to be declared. It would constitute a part of the Export Reserve Pool, unless the licensee is a producer and has obtained prior permission for the use of the stock for his own production after satisfying the prescribed conditions. Imported raw stock against export promotion licences forming a part of the raw film export reserve pool, will only be sold against release orders of the licensing authority at such a profit margin as may be permitted by that authority.

9. Incomplete pictures commenced after 1st January, 1958 and of which at least 4,000 ft. edited length of picture has been completed before the 31st December, 1958, will be eligible for supply of further raw stock required for completion of that picture, provided an application has already been made to the concerned authority prior to 10th February, 1959. In no circumstances will raw stock be made available for completion of incomplete pictures started after 1st January, 1959, without obtaining a regular permit from the Regional Licensing Authority.

10. Coloured raw stock will not be released for any production except for advertisement shots and documentaries. Coloured film will only be made available to producers applying under the Export Promotion Scheme. For this purpose, import against export earnings may be permitted in the ratio of 4:5. This facility will be given only to the extent to which coloured raw stock is required for completing the picture in question.

11. Any appeals against the decisions of the Regional Licensing Authority should be made to the C.C.I. through that Regional Authority

S. N. BILGRAMI, Jt. Secy.